
Public Alerts

317.1 PURPOSE AND SCOPE

The purpose of this policy is to provide guidelines for alerting the public to important information and soliciting public aid when appropriate.

317.2 POLICY

Public alerts may be employed using the Emergency Alert System (EAS), local radio, television and press organizations and other groups to notify the public of incidents, or enlist the aid of the public, when the exchange of information may enhance the safety of the community. Various types of alerts may be available based upon each situation and the alert system's individual criteria.

317.3 RESPONSIBILITIES

317.3.1 MEMBER RESPONSIBILITIES

Members of the Hudson Police Department should notify their supervisor or Investigation Division supervisor as soon as practicable upon learning of a situation where public notification, a warning or enlisting the help of the media and the public could assist in locating a missing person, apprehending a dangerous person or gathering information.

317.3.2 SUPERVISOR RESPONSIBILITIES

A supervisor apprised of the need for a public alert is responsible to make the appropriate notifications based upon the circumstances of each situation. The supervisor shall promptly notify the Chief of Police and the Lieutenant when any public alert is generated.

The supervisor in charge of the investigation to which the alert relates is responsible for the following:

- (a) Updating alerts
- (b) Canceling alerts
- (c) Ensuring all appropriate reports are completed

317.4 SILVER ALERTS

Silver Alerts are used to provide a statewide system for the rapid dissemination of information regarding a missing person who is 60 years of age or older and believed to have Alzheimer's Disease, dementia or another permanent cognitive impairment which poses a threat to his/her health and safety (Wis. Stat. § 175.51).

317.4.1 CRITERIA

A Silver Alert should be issued when:

- (a) A reasonable belief that the missing person's disappearance is due to his/her impaired cognitive condition

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- (b) The Silver Alert request is made within 72 hours of the individual's disappearance
- (c) Sufficient information is available to disseminate to the public that could assist in locating the missing person

317.4.2 PROCEDURE

Members shall disseminate reports regarding at-risk missing adults in the Wisconsin Crime Alert Network (Wis. Stat. § 165.785; Wis. Stat. § 175.51).

317.5 AMBER ALERTS™

AMBER Alerts™ are used to provide a statewide system for the rapid dissemination of information regarding abducted children.

The Wisconsin AMBER Alert Plan is a voluntary partnership between law enforcement agencies and broadcasters to send out an emergency alert to the public when a child is abducted and is not used for cases that involve runaways or in most parental abduction cases unless the child's life is in danger.

317.5.1 DEFINITIONS

Definitions related to this policy include:

Abduction - The removal or retention of a child for any unlawful purpose (Wis. Stat. § 948.30).

Child/juvenile - A person age 17 years or younger whose location has not been determined and who is believed to have been abducted and is in danger of serious bodily harm or death.

317.5.2 CRITERIA

The Wisconsin AMBER Alert Plan requires the following criteria to exist before activation can occur:

- (a) The child must be 17 years of age or younger
- (b) The child must be in danger of serious bodily harm or death
- (c) The Department has enough descriptive information about the child and the person who is suspected of abducting the child, and/or the suspect vehicles, to believe a broadcast will help locate the child

The AMBER Alert is not to be used for runaways or family abductions unless the child's life is in danger.

The single point of contact to request activation of an AMBER Alert is the Dane County Public Safety Communications Center (DCPSCC), Dane911@co.Dane.wi.us, (1-608-267-3913).

317.5.3 PROCEDURE

Upon receiving and verifying a report of an abducted child that meets the criteria of an AMBER Alert, the Hudson Police Department shall:

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- (a) Immediately enter the child into the TIME/NCIC Missing Person database with the AMBER Alert flag. Entry of the alert data into TIME/NCIC will generate an automatic notification to the National Center for Missing and Exploited Children (NCMEC) and the FBI and will expand the search for an abducted child from the local, state or regional level to the national level.
- (b) Complete the following WisDOJ AMBER Alert forms:
 - 1. Child Abduction Emergency Alert Form - Requires signature of supervising officer on-duty.
 - 2. Broadcast Script Form - Supervising officer will determine if the alert will be broadcast regionally, multi-regionally or statewide.
- (c) Telephone the DCPSCC to request an AMBER Alert activation.
 - 1. DCPSCC is responsible for the following:
 - (a) Send a TIME system administrative message to statewide law enforcement agencies.
 - (b) Disseminate faxes and e-mails to law enforcement agencies and the media.
 - (c) Notification to the Wisconsin Department of Transportation to activate/deactivate electronic highway message board signs.
 - (d) Posting AMBER Alert information on the Wisconsin AMBER Alert website, www.amberalertwisconsin.org.
 - (e) Activate the EAS broadcast every 30 minutes for the first two hours and once for the next three hours.
- (d) E-mail, fax or teletype the following WisDOJ AMBER Alert forms to the DCPSCC:
 - (a) Child Abduction Emergency Alert Form
 - (b) Broadcast Script Form
 - (c) Victim Form
 - (d) Suspect Form
 - (e) Vehicle Form
- (e) E-mail a photograph of the child, suspect and/or suspect vehicle to the DCPSCC
- (f) Obtain, whenever possible, consent from the parents, parent, guardian or other person having legal custody of the abducted child. Request the consenting person to sign a Child Photo and Name Release Form agreeing to the release of the child's name, photographs, descriptions and other information necessary to support the AMBER Alert public broadcast and search. The inability to obtain verbal or signed consent

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because the person who is capable of providing consent cannot be located shall not prohibit the activation of an AMBER Alert.

- (g) Request additional resources and services from:
 - (a) The FBI
 - (b) The Wisconsin Clearinghouse for Missing and Exploited Children and Adults (WCMECA), www.missingpersons.doj.wi.gov , 800-THE-HOPE (800-843-4673)
 - (a) WCMECA staff and special agents from the Wisconsin Division of Criminal Investigation will be assigned to provide technical, analytical and investigative assistance.
 - (c) The NCMEC, www.missingkids.com , 800-THE-LOST (800-843-5678)
 - (a) Project ALERT - America's Law Enforcement Retiree Team
 - (b) Team Adam - Missing Child Rapid Response System
 - (d) A Child is Missing, www.achildismissing.org
- (h) All AMBER Alert Update and Deactivation Forms must be e-mailed, faxed or sent via teletype to the DCPSCC.
- (i) Retain a copy of all AMBER Alert forms, faxes, teletypes, e-mails and pertinent case information for review by the Wisconsin AMBER Alert Review Committee.

317.5.4 MEDIA AND PUBLIC NOTIFICATIONS

The following actions are designed to alert the public and media and will assist with investigation of the abduction:

- (a) The Chief of Police, Lieutenant, or Investigation supervisor will prepare an initial press release that includes all available information which might aid in locating the child, such as:
 - 1. The child's identity, age and description.
 - 2. Photograph if available.
 - 3. The suspect's identity, age, and description, if known, and photograph if available.
 - 4. Pertinent vehicle description.
 - 5. Details regarding time of abduction, location of incident, direction of travel, potential destinations, if known.
 - 6. Whether there is reason to believe the suspect has a relationship to the victim.
 - 7. Name and telephone number of the authorized individual to handle media liaison.

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8. A telephone number for the public to call with leads or information.
 - (b) Fax or e-mail the press release to the media and local law enforcement agencies.
 - (c) Fax or e-mail updates regarding the search and investigation to the previously contacted media and law enforcement agencies.
 - (d) Establish the following communication methods for the public and media to contact the Department:
 - (a) A primary 24-hour telephone number for the public to provide tips and information on the missing child. If an 800 number is available, it should be provided to the public.
 - (b) A confidential telephone number for contact of the member assigned to media relations. This number shall be restricted to use by media outlets and other law enforcement agencies to make follow-up contact with the Department for information and updates.
 - (c) A confidential telephone number restricted to use by other law enforcement agencies to contact this department quickly and without restriction with information that could be crucial to the investigation or the safety of the victim.
 - (d) An e-mail address and fax number for use in the investigation of the abduction.

317.5.5 EXTENSION OF ALERT

If it is determined that an extension beyond the initial five-hour period is needed, approval must be obtained from WisDOJ Division of Criminal Investigation director who approved the original AMBER Alert activation.

317.5.6 TERMINATION OF ALERT

A supervisor or Investigation Division supervisor should request that the AMBER Alert system activation be terminated with respect to a particular abducted child if:

- (a) The child is recovered or the abduction is otherwise resolved.
- (b) It is determined that the alert system is no longer an effective tool for locating and recovering the child.

All AMBER Alert cancellations shall be submitted on the AMBER Alert Deactivation Form to the DCPSCC via fax, e-mail or teletype to ensure that all participants are apprised of the cancellation of the alert as soon as possible.

317.5.7 LAW ENFORCEMENT INFORMATION

Current procedures and AMBER Alert forms are located on WisDOJ's Wisconsin Law Enforcement Network (WILENET) <http://wilenet.org> or the Wisconsin TIME system.

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317.5.8 PUBLIC INFORMATION

The public may be directed to AMBER Alert Wisconsin at www.amberalertwisconsin.org and www.amberalert.gov for the most updated information regarding an activation of the AMBER Alert system.

317.5.9 ALERT REVIEW

The Wisconsin AMBER Alert Review Committee is responsible for analyzing all Wisconsin AMBER Alert activations for appropriateness, smooth operation of the AMBER Alert System and any other criteria the committee deems necessary.

After activation of the AMBER Alert System, the Lieutenant or the authorized designee is required to appear at the next scheduled Wisconsin AMBER Alert Review Committee meeting to offer suggestions on improving the system and to aid the Wisconsin AMBER Alert Review Committee in reviewing the alert.

317.6 HIT-AND-RUN ALERTS

Members investigating a hit-and-run should ensure an alert from the Wisconsin Crime Alert Network is initiated whenever the below criteria is met (Wis. Stat. § 346.67; Wis. Stat. § 346.70).

317.6.1 CRITERIA

The following criteria apply (Wis. Stat. § 175.51):

- (a) A person has been killed due to the accident.
- (b) There is sufficient information available to help locate the suspect or vehicle.
- (c) An alert could help prevent further harm or aid in an arrest.

317.6.2 PROCEDURE

Initiation of the alert is made through the Wisconsin Crime Alert Network (Wis. Stat. § 165.785).